



Week ending issue: April 29, 2016 – Issue # 292

Policy

Policy from the WIC State Operations Policy and Procedure Manual – Policy 450.07 – UPC/PLU Collection

This policy outlines the steps that will be taken when UPCs/PLUs are submitted for approval for the Iowa WIC Approved Product List (APL) outside of the official submission timeframe. Product information may be submitted by grocery vendors, manufacturers, warehouses, WIC agency staff, or WIC participants.

When submitting product information, use of the “Iowa WIC UPC Submission Form” is recommended to ensure all required product information is submitted for a complete product review.

The “Iowa WIC UPC Submission Form” is located on the IDPH WIC Website at <http://idph.iowa.gov/wic/ewic-vendors> and on the WIC WebPortal under the Training and Resources sections. The form can also be found in Policy 450.07a.

Completed forms should be faxed to the State WIC office or e-mailed to IowaWIC@idph.iowa.gov.

Information

Dr. Oz Children’s Books Giveaway

In the April 11th Monday Morning Report, NWA prematurely posted an announcement for a book giveaway project. We are now pleased to announce this opportunity for all WIC clinic to receive a free shipment of children’s story books to distribute to your participants.

The nationwide book giveaway is a collaborative effort between The Dr. Oz Show, UPS, First 5 California, and NWA to get as many books into the hands of families with children ages 0 to 5 as possible.

Research shows that a child's brain is more than 80% developed by age 3; the first months and years of life are when the overwhelming majority of neural connections are formed. And just as we make muscles stronger by exercising them, the same is true for the brain. When young brains are "exercised" through talking, reading, and singing, they grow stronger and set our children on a life trajectory for success. Children's storybooks can help play an important role in encouraging families to talk, read, and sing together.

Unfortunately, we know many low-income families in our country do not have the means to purchase age-appropriate books for the home. That is why Dr. Oz is announcing a national book donation program to encourage all Americans to collect new and barely used books for children ages 5 and younger and drop them off at their local participating UPS store. UPS is donating their services to collect and ship the books to participating WIC clinics.

If you'd like to receive a book shipment, simply fill out the registration form and expect to receive your books around June 2016. Quantity of books is unknown, however you can expect approximately 100-200 books (in about 2-4 boxes) delivered to each participating WIC site. This opportunity comes to you at no cost.

Please note that these books will not be screened or sorted prior to shipping. If your clinic is willing to screen these books for appropriateness, [Please complete and return the linked registration form by May 6, 2016.](#) Those who completed the survey previously please re-submit to confirm your willingness to screen the books prior to distribution.

Disclaimer: NWA's participation in this collaboration is not an endorsement of Dr. Oz Show or any of its related products and promotions.

Participant Centered Services:

When setting goals with participants remember they should be attainable. Attainable goals should be set high enough to give the participant a feeling of accomplishment when reached but not so high that they will feel defeated if not. They need to feel encouraged, not discouraged, because of goal-setting.

Thank you of the Week:

"I wanted to take a minute to say how thankful I am for the Grand Forks WIC Program. Sure, we get lots of milk and other free healthy foods every month, but that's just the basics of how awesome this program is. I had a serious meltdown yesterday because my pediatrician said my baby was getting close to losing too much weight, and we may need to consider supplementing with formula. For whatever reason, this sent me over the edge and I cried all day. I managed to get my milk to come in last night, but I was still having problems with getting my baby to eat for more than a minute at a time.

"Well the WIC Program here has Breastfeeding Peer Counselors. These are women who live in our community, and are trained to give advice, support, and hands-on training to breastfeeding mothers. I have phone numbers for four of them, and they're all available 24 hours a day. I could have (and should have) called at 3 am during my meltdown, and someone would have been at our house right then. I waited until this morning to call, and a lady said she'd meet me at the WIC office since we both had appointments this morning anyway. Not only did she immediately fix my baby's issue, but she and the WIC nutritionist made me feel like I had an army backing me up. They also eased my mind by stripping my baby down and weighing him. Turns out he has gained 3 ounces since he got weighed by the pediatrician yesterday.

"I know not every community has this service available, but I think it's something that needs to gain popularity as soon as possible. I hear so many new moms say they couldn't breastfeed, and I can say with confidence that if they had the help I have, they would have been able to do it. After you leave the hospital it's easy to get overwhelmed and feel like you don't know what you're doing, and it's one thing to do research online and ask for help over the phone, but to have someone who knows what they're doing actually be there for you, in person, during your absolute hardest moments, makes all the difference in the world." --**WIC Participant, ND**

eWIC Focus Update

Important- Tailoring Women's Juice in Focus

For agencies using the Focus System:

If a woman decides she wants bottled juice rather than frozen make sure you are tailoring it to **54-000** (the all authorized juice subcategory) and not the 002. By using the 000 subcategory the client will have many more options of approved bottled juice at the store.

Twelve out of the twenty WIC agencies have now rolled out eWIC/Focus!

Agencies Currently Using eWIC/Focus

Marion County Public Health

Broadlawns

Johnson County Public Health

Mid-Iowa Community Action

American Home Finding

Scott County Health Department

Community Action of Southeast Iowa

Hawkeye Area Community Action Program

Hillcrest Family Services

Visiting Nurse Association – Dubuque

Operation Threshold

Webster County Health Department

Find us on Facebook-

<https://www.facebook.com/IowaWIC>



Training

March:

No NETC this month

May:

No NETC this month

July:

NETC Webinar (All new staff) – July 14, from 8:30-11:30

NETC Webinar (Health Professional) – July 21, from 8:30-11:30

NETC Webinar (Support Staff) – July 28, from 8:30-11:30

September:

NETC Webinar (All new staff) – September 15, from 8:30-11:30

NETC Webinar (Health Professional) – September 22, from 8:30-11:30

NETC Webinar (Support Staff) – September 29, from 8:30-11:30

November: *Please note the dates in November*****

NETC Webinar (All new staff) – November 10, from 8:30-11:30

NETC Webinar (Health Professional) – November 16, from 8:30-11:30

NETC Webinar (Support Staff) – November 17, from 8:30-11:30

Dates to Remember-

- Infant/Child Workshop- August 2, 2016
- WIC Contractor Meeting- August 30, 2016
- Communication and Rapport Workshop- October 26, 2016

Note: Due to state-wide rollout of eWIC the Breastfeeding and Maternal Core Workshops will not be held this year. Instead, CPA/Non CPA Health Professionals hired between March 2015 and March 2016 and any other CPA/Non CPA Health Professional who hasn't yet attended one (or both) of these workshops must complete the designated substitute module(s) found under Core Training Workshops on the Personnel section of the Training page on the WIC Web Portal. Before beginning the module(s) please see the "Preamble to the 2016 Breastfeeding and Prenatal & Postpartum Nutrition Modules" (also located on the web portal) for more information before starting the module(s).

Available Formula-

Product	Quantity	Expiration Date	Agency	Contact
Vivonex T.E.N.	60- 2.84 oz. packets	11/2016	State WIC Office	Nicole Newman 515-281-4545
Peptamen Junior 1.5 Cal	114 – 250 ml containers	3 – 6/2016	HACAP	Angela Munson 319-366-7632
Complete Amino Acid Mix	1 can	10/21/2017	Mid-Iowa Community Action	Sierra Steven 515-232-9020, ext. 105
Keto Cal 3:1, 11 ounce unflavored powder	25 containers	8 containers <u>Expire: 9/4/2016;</u> 2 containers <u>Expire: 6/1/2016;</u> 14 containers <u>Expire: 5/10/2016;</u>	HACAP	Angela Munson 319-366-7632

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- (1) Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) Fax: (202) 690-7442; or
- (3) Email: program.intake@usda.gov

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